

# ADVERTISEMENT

## Marking Scheme

Format	1 Mark
Content	2 Marks
Expression	1 Mark
(Grammatical accuracy, spellings)	

The word advertisement means a public notice or an announcement asking for or offering services, advertising for buying or selling property, household goods, vehicles etc.

Advertisements are also used for giving information about missing persons, pets, goods and so on. The written draft of an advertisement is termed as copy. Advertisement is a very important tool for promotion of sales and services.

Advertisements are of two types

- I. Classified Advertisements
- II. Commercial or Display Advertisements

## I. CLASSIFIED ADVERTISEMENTS

The objective of these advertisements is to convey more while paying less. They are brief because they are charged per word or per column/line or according to the space they occupy in a newspaper. They are called classified because they are grouped into classes or categories according to their subject matter.

Some classified advertisements have a PO box added to them. This facility is provided to the advertisers at some extra cost to preserve their identity. It is generally used for Matrimonial Alliance advertisements.

### Features of Classified Advertisement

- Categorised according to the subject matter and different classes.
- More economical as they occupy less space.
- Language simple and concise.
- Composed of short phrases or words.

### Types of Classified Advertisements

- |                                 |                            |
|---------------------------------|----------------------------|
| (i) Situations Vacant/Wanted    | (v) Lost and Found         |
| (ii) Sale/Purchase              | (vi) Travel and Tours      |
| (a) Property                    | (vii) Matrimonial Alliance |
| (b) Vehicle                     | (viii) Obituary            |
| (c) Household Goods             | (ix) Appeal                |
| (iii) To Let                    | (x) Educational            |
| (iv) Missing (Persons and Pets) |                            |



## © Guidelines for Drafting Classified Advertisements

- They should always be drafted in such a way that they attract the readers to go through them.
- They should always be meaningful and interesting so that they can attract the attention of the readers.
- They should always have simple and effective language.
- They should always be brief and to the point.
- The name of the advertiser and the advertised product should be suitably highlighted.



To develop expertise in drafting advertisements, students are advised to read classified advertisement columns of leading newspapers.

## 1. Situations (Vacant/Wanted)

### Details Required

- Start with 'Required' or 'Wanted'
- Name of post and number of vacancies
- Pay scale/Perks
- Company name
- Qualifications and experience required/Professional status
- Personal traits/Essential requirements and age
- Mode of application (E-mail/hard copy by post or courier)

Sample classified advertisements from newspapers for vacant/wanted situations are given below

**WANTED**  
**Female Receptionist**  
 2-5 yrs. exp. good command over Eng.  
 Walk in Marwah Group.  
 10 B, Rajendra Park,  
 Pusa Road  
**Opp. Vineet Hotel.**  
**256982456**  
**(11 am to 5 pm)**

**WANTED**  
**A Senior Merchandiser/**  
**Sampling Coordinator**  
**for**  
 An Export Garment  
 Manufacturing Company  
**Min. Exp 7 Years**  
 Walk-in Interview at  
 W-11, Sector-11, NOIDA on  
 26th Nov, 5 pm to 7 pm

Required Semi Qualified Audit Assistants &  
 Computer Operators/Office Assistant.  
 for  
**Accounts & Finance**  
**CA Firm**  
 Higher Salary for Deserving Candidates  
 Apply Malik S & Co.  
 1/101, (LGF) Old Rajendra Ngr. Em:mkcompany.hr@gmail.com

## Examples

- 1 You are Vikram/ Sonia, an Honours graduate in History with specialisation in Medieval India. You are well acquainted with places of historical interest in Delhi, Agra and Jaipur. You are looking for the job of tourist guide. Write an advertisement in about 50 words for the 'Situations Wanted' column of a local newspaper. Your contact no is 999751234X.

Ans

### Situations Wanted

An Honours graduate in History with specialisation in Medieval India and well acquainted with places of historical interest in Delhi, Agra and Jaipur seeks a job as a tourist guide. Remuneration required is negotiable. Intending employers may contact me on e-mail: Vikram 1995@Yahoo.com or on my mobile no 999751234X.

Delhi 2017



- 2 Principal, Sunrise Global School, Agra requires a receptionist for her school. Draft a suitable advertisement in about 50 words to be published in the classified columns of a national newspaper giving all the necessary details of qualifications and experience required in the receptionist. **Delhi 2016**

**Situations Vacant**

WANTED Receptionist for Sunrise Global School, Agra. Qualification: graduate; fluency in English. Preferred: female of age group: 28 to 35; minimum three years experience. Salary and other benefits depending on experience and qualifications. Apply with complete bio-data before 25th of this month to the Administrative Officer of the school. Phone: 98734XXXXX

- 3 You are Karan/ Karuna of M114, Mall Road, Delhi. You are a civil engineer and have recently returned from UAE. You are looking for a suitable job in India. Draft an advertisement for the same in about 50 words. Give details of your qualifications, experience, nature of job and expected remuneration. **All India 2016**

**Situations Wanted**

A B. Tech in Civil Engg from NIT, Jaipur with 3 years' factory construction site experience in UAE as Shift Manager seeks a suitable job with a construction company. Remuneration required is negotiable. Intending employers may contact me on e-mail: Karan1990@Yahoo.com or on my mobile no 88025XXXXX.

- 4 Your school, Akash Public School, Agra, needs a Canteen Manager. On behalf of the Principal, write an advertisement in about 50 words to be published in the classified columns of a local daily. Mention the educational and professional qualifications, other qualities required in the manager, who to apply to and the last date for the receipt of applications. **All India 2015**

**Situations Vacant**

Principal of Akash Public School, Agra, requires a Canteen Manager for the school canteen. Candidates must be graduates with at least 5 years experience in managing a school canteen efficiently. Employment terms are negotiable. Apply within 10 days to the Principal on e-mail at principalakashps@gmail.com.

- 5 You are General Manager, Hotel Dosa, Gurgaon. You need a lady Front Office Assistant with sound knowledge of computers. She must be a graduate and good in communication skills with pleasing manners. Draft an advertisement in not more than 50 words to be published in Gurgaon Times. **Delhi 2013**

**Situations Vacant**

Wanted a female Front Office Assistant with sound knowledge of computers in Hotel Dosa, Gurgaon. Candidate must be graduate, good in communication skills and well-mannered. Applicants having experience preferred. Walk-in on 11th March, 20XX from 11 AM to 2 PM with all original documents. For further information contact 996882842X. *General Manager*

- 6 Gargi Public School in Agra requires cricket coaches. Draft a suitable advertisement in not more than 50 words for the 'Situations Vacant' column of the 'Daily Herald', stating your requirement regarding age, qualification, experience etc. You are Principal of the school.

**Situations Vacant**

Gargi Public School, B-2, Gagan Vihar, Agra Ph. 2563642, 981324213X requires cricket coaches, preferably males below twenty five years of age with a minimum experience of 2-3 years. Qualification and salary as per government norms. Application forms available at school counter between 10 am and 4 pm. Should reach recruitment office tomorrow positively. *Principal*



## 2a. Sale/Purchase (Property)

### Details Required

- Start with 'Sale / Purchase' or 'Available / Wanted'
- Fittings and fixtures (optional)
- Contact address / E-mail / phone
- Financial aspects / Cost
- Area (sq m) and location, size, number of rooms etc.
- Type of property under consideration (Plot/Residential/Commercial/Industrial)

Sample classified advertisements from newspapers for sale/purchase of property are given below for guidance.

<p>For Sale <b>Beverly Park-II</b> MG Road 3000 sq ft Apartment Excellent Furnished Reasonable Price PEARL ESTATE 981016880X</p>	<p><b>SALE</b> 2BHK flat 1183 sq ft on 7th floor, covered car parking, east facing in Kendriya Vihar, Sector-56, Gurgaon 905214578X Email : kumar@gmail.com</p>	<p>For Sale <b>EXCLUSIVE</b> <b>GUEST HOUSES</b> 20 Bedrooms in DLF Phase 1 23 Bedrooms in DLF Phase 2 Duplex Villa 360 Sq yd in Sun City 913693456X 991117799X</p>
--	---	---

## Examples

- 1 You are Harish/Harshita of 12, Seva Nagar, Pune. You want to sell your flat as you are shifting to another city for work. Draft a suitable advertisement in not more than 50 words to be published in The Pune Times under the classified columns.

Delhi 2018

Ans

### For Flat For Sale

Available a spacious, fully furnished flat in prime locality of Pune. Groundfloor, 2 BHK with full interior, modular kitchen and spacious balcony. Car parking available. East/park facing. 24hr water and power supply. Owner going abroad. Reasonable price.

Contact Harish Jain

Mobile – 9876XXXXXX

- 2 You are Ram/ Rajani. Draft a classified advertisement in not more than 50 words, for the purchase of an independent bungalow, giving all the necessary details of your requirement. You can be contacted at 45678900.

Compartment 2017

Ans

### For Purchase - House

Wanted independent bungalow for use as company guest house in prime area of Bengaluru city. Must have at least 4 bedrooms with attached toilets, adequate parking space, 24 hrs water supply and power backup, servant quarter, cost reasonable.

Contact: Sahil Sengar, Administration Manager, Tumkur Dresses Ltd, Phone 080 - 45678900.



## 2b. Sale/Purchase (Vehicle)

### Details Required

- Start with 'Sale / Purchase' or 'Available / Wanted'
- Model / Year of manufacturing
- Colour and accessories fitted
- Contact address / E-mail / phone

- Vehicle type
- Mileage and condition
- Insurance status

Sample classified advertisements from newspapers for sale/purchase of vehicle are given below for guidance.

For Sale  
Bullet Proof Vehicle  
**TOYOTA  
FORTUNER  
SUV**  
White, 2011 Model Fully  
Armoured (BR Level-6)  
by Streit Group, UAE,  
Asking Price : ₹ 45 lacs  
Call : +91-986655998X

For Sale  
**CAPTIVA  
CHEVROLET**  
Captiva LTZ  
Excellent condition  
single owner  
of  
white clr, 65000 kms.  
Regd 20XX Aug, Comp  
Insurance Valid Oct 20XX,  
Call : 963545789X

For Sale  
**HONDA  
ACCORD**  
Top model Honda  
Accord-2007  
Automatic M. Grey  
single owner  
&  
FORD IKON 2006  
fully loaded, new  
condition, both less  
used & well maintained  
Call : 956564545X

For Sale  
**SKODA**  
SUPERB  
Diesel-V6 2008,  
Silver, Immaculate  
Condition,  
Automatic Sunroof,  
Single Owner, DL Regd.  
Call : 963212458X

## Examples

- 1 You are Ram/ Rajani. Draft a classified advertisement, in not more than 50 words, to be published in India Times for the sale of a used motor car giving all the necessary details. You can be contacted at 12345679.

Compartment 2017

Ans

### Car for Sale

Owner driven Accent Diesel Nov 2013. Navy blue colour. Done 75000 km. Battery recently replaced. With installed stereo system, AC. Immaculate condition, Cheque payment. Rate negotiable. Contact owner Lt Col Ram Singhanian Phone: 011 – 12345679 or on e-mail: rsinghanian13@gmail.com.

- 2 You want to sell off your car as you are leaving the country. Draft a suitable advertisement to be inserted in 'The Hindu'. Write the advertisement in not more than 50 words.

Foreign 2014

Ans

### Car for Sale

Owner driven Accent Diesel Nov 2013. Navy blue colour. Done 75000 km. Battery recently replaced. With installed stereo system, AC. Immaculate condition, Cheque payment. Rate negotiable. Contact owner Lt Col Ram Singhanian Phone: 011 – 12345679 or on e-mail: rsinghanian13@gmail.com.

- 3 You plan to sell your motorcycle. Draft a suitable advertisement in not more than 50 words to be published in the classified column of the 'Hindustan Times', Delhi. Mention the details of the motorcycle. You are Ramesh, 15, Greater Kailash, New Delhi. Your mobile number is 984902162X.

Foreign 2008

Ans

### VEHICLE for Sale

A Black Yamaha with disk brakes, double speed engine, 180 cc alloy wheels, digital meter, tail brake lights, mileage 50 km/h, sparingly used, sale price negotiable.  
Contact : Ramesh 984902162X  
15, Greater Kailash I, New Delhi.



## 2c. Sale/Purchase (Household Goods)

### Details Required

- Start with 'Sale/Purchase' or 'Available/ Wanted'
- Product brand, model, year of manufacturing
- Duration used/period of usage/when purchased
- Expected expense

- Type of household item
- Product features
- Condition
- Contact address/E-mail/phone

Sample classified advertisements from newspapers for sale/purchase of household goods are given below for guidance.

### For Sale

Brand new Videocon Colour TV 29" and LG Washing Machine model RC 121 bought one year ago and in excellent working condition. Owner going abroad. Price negotiable. Contact 98113XXXXX or KavitaKaul17@gmail.com

### Wanted

Vision for Oasis Waves Society (VOWS), an NGO working to uplift persons from weaker sections residing in urban slums, requires six second hand Colour TV sets of 29" size in good working condition for entertainment of the slum population. Contact President (VOWS) on phone 97101XXXXX or at vows@gmail.com.

## Examples

- 1 You have cleared your IIT Entrance Exam and so want to sell off the reading material you have with you. Write an advertisement to be placed in the 'For Sale' columns of a local daily giving all details of the material you have with you in not more than 50 words. You are Mohan/ Mohini. Contact no. 9811111111.

Compartment 2013

Ans

### Available

Second hand IIT Entrance Exam reading material from FIITJEE available for all subjects. Price negotiable. Contact Mohini on mobile 9811111111 between 4 PM and 9 PM or on e-mail at Mohini1999@gmail.com.

- 2 You want to sell a few (4 items) household items as you are going abroad. Draft an advertisement in not more than 50 words to be published in 'Dainik Bhaskar' under classified columns. You are Dinesh/Divya, Moti Ganj, Ballia.

All India 2013

Ans

### Sale of Household Items

**Available** for immediate sale - household items, LG washing machine, dining table with six chairs set, Luminous Inverter, Godrej fridge, all in good condition at affordable price.

Contact : Divya, 36D, Moti Ganj, Ballia.

Ph : 941083110X

- 3 You plan to sell some furniture of your house as you are going abroad. Draft a suitable advertisement in not more than 50 words to be inserted in the classified columns of a local daily, giving necessary details of the furniture. You are Sushil/ Sita, 18 Kamla Nagar, Kochi.

Foreign 2013

Ans

### For Sale

**Available** furniture for house at reasonable rates, six seater sofa set, dining table with six chairs, centre table glass top, two wooden and two steel almirahs, four side tables, two double beds (with box), study table and computer table with chair.

Contact : Sita Sharma, 18 Kamla Nagar, Kochi.

Mobile 98996XXXXX.



### 3. To Let

#### Details Required

- Start with 'Available / Wanted'
- Brief description of the accommodation
- Fixtures and fittings
- Rent expected, agreement required

- Type of accommodation to let or required on rent
- Size, floor, number of rooms etc
- Location and surroundings
- Contact address / E-mail / phone

Sample advertisements from newspapers for 'To Let' are given below for guidance.

#### FLATS

in SHOBHIT VIHAR  
**For Rent**

Walking distance from  
Shobhit Lok Shopping  
Complex, 3 Bedroom+Study,  
Full AC & Power backup  
with a beautifully  
landscaped terrace garden.  
Parking Available

931958858X, 921907668X

#### FARM HOUSE

**For Rent**

LUXURY 5 Bedroom in  
**CHHATARPUR**  
with Swimming Pool  
Power backup/Air conditioned  
Fully landscaped in  
2.5 Acres, Secured, Gated  
Complex, Embassies/  
MNC Preferred

931958858X, 921907668X

### Examples

- 1** You would like to let out a portion of your independent house for office use. Write an advertisement for the classified columns of the local newspaper giving all the necessary details. Write the advertisement in not more than 50 words.

Delhi 2014

Ans

#### To Let

Two large rooms with attached toilet and separate entrance available for rent for office use. Located on main road near city centre, it has uninterrupted water and electricity supply. Ideal for companies setting up branch offices. Leave licence agreement compulsory. Rent negotiable. Contact Rajnish Sharma on phone 99934XXXXX or on e-mail at rsharma123@gmail.com.

- 2** You are a businessman who wants to set up a small garment shop in your city. Draft an advertisement seeking a suitable space for rent, to be published in the 'Wanted Accommodation' column of a local newspaper. Write the advertisement in not more than 50 words.

Foreign 2014

Ans

#### Accommodation Wanted

Required suitable accommodation for setting up a small garment shop in a market area with uninterrupted electricity and water supply. The location should preferably be on a main road. Only genuine owners may contact Ratneshwar Sinha on phone 99967XXXXX or on e-mail at rsinha1979@gmail.com

## 4. Missing (Person & Pets)

### Details Required

- Start with 'Missing'
- Identity marks
- Reward if any

#### Person

- Name, age, complexion, height and build
- Clothes and identifying features
- Physical description

- Date and place missing from
- Contact address /E-mail/phone

#### Pet

- Name, breed, colour of fur or skin
- Identifying features
- Answers to what name (optional)

Sample classified advertisements from newspapers for missing persons or pets are given below for guidance.

### Search for Missing Girl

General public is hereby informed that one girl namely Poonam Garg D/o Sh. Gopal Garg R/o H.No. A-128/1 Sidharth Complex, Railway Colony, Jafrabad, New Delhi.



Description of the girl :

Age: 19 Years,

Height: 4'5"

Face: Round Dark Complexion,

Build: Thin,

Wearing : check shirt and white colour salwar.

She has been missing since 07.09.20XX from the jurisdiction of Jafrabad, New Delhi. In this regard a DD No. 13-B dated 08.09.20XX has been lodged at Jafrabad, New Delhi. Sincere efforts have been made by local Police to trace out the missing girl but no clue has come to light so far. Any person having any information or clue about this kidnapped girl may kindly inform the following.

Phone : 902457496X

SHO  
Jafrabad, New Delhi

### Search for Missing Boy

General public is hereby informed that one boy namely Manoj Kumar S/o Sh. Chandan Kumar



H.No. A-254 Main Road,  
Bahadurpur, New Delhi.

Description of the boy

Age: 19 Years

Height: 5'5"

Face: Oval, Dark Complexion,

Wearing : Brown half-shirt and black pant.

He has been kidnapped from the area Bahadurpur, New Delhi. Since 07.09.20XX from the jurisdiction of Bahadurpur, New Delhi. In this regard a DD No. 13-B dated 08.09.20XX has been lodged at Bahadurpur, New Delhi. Sincere efforts have been made by local Police to trace but no clue has come to light so far. Any person having any information or clue about this kidnapped boy may kindly inform to the following.

Phone : 90235763X

SHO  
Bahadurpur, New Delhi



# 5. Lost and Found

## Details Required

- Begin with identifying yourself
- Specify the item lost/found giving its brief description
- When/where lost/found
- Reward if any (for 'Lost' only)
- Contact address/phone/e-mail

Sample classified advertisements from the newspapers for lost and found are given below for guidance.

### I, Shyam Singh

S/o Sh. Yogesh Singh  
have lost my allotment  
letter for  
Flat no. D-124, Gurgaon  
Finder may

Contact at 961242451X

### I, Ankit Singh

S/o Sh. Mangal Singh  
have lost my  
property papers.  
Plot No. D-121,  
Sector-9, Pune,  
Lakshmi Builders, Pune.

Contact at 901323251X

### I, Gyandeep Kumar

HUF (R/o)  
C-2066, Sushant Lok,  
Gurgaon declare that  
have lost original receipt  
Prem Developers Ltd.  
drawn on HDFC  
Finder may

Contact at 968753597X

## Examples

- 1 You have lost your leather wallet containing your Examination Entry Ticket for Class XII while travelling by bus from Banshankari to MG Road in Bangalore. Write a classified advertisement in not more than 50 words to be published in the 'Deccan Herald'. You are Pranav/ Praveen, 12 Gandhi Road, Bangalore.

All India 2012

### Lost & Found

Lost black leather gents wallet in BMTC Route no 581 while travelling from Banshankari to MG Road. Besides cash, it contained my Examination Entry Ticket for Class XII and other documents. Finder will be suitably rewarded. Contact Pranav on phone 98734XXXXX or at 12, Gandhi Road, Bangalore.

- 2 Write an advertisement in not more than 50 words for the 'Lost and Found' column of the daily 'National Herald', Lucknow stating the loss of your wallet containing a DD for ₹ 32500 and some cash, while travelling by bus from Hazratganj to Nirala Nagar in Lucknow. You are Raman/ Roopa, 22 A Hazratganj, Lucknow.

All India 2012

### Lost & Found

Lost black leather gents wallet in LMPS bus Route no 34 while travelling from Hazratganj to Nirala Nagar on 14th June, 20XX. Besides cash, it contains a DD for ₹ 32500 and other documents. Finder will be suitably rewarded. Contact Raman on phone 93359XXXXX or at 22 A Hazratganj, Lucknow.



## 6. Travel and Tours

### Details Required

- Begin with package available etc
- State the name of travel agency
- Specify destinations, duration etc
- Supply details of package-food/boarding/lodging sight-seeing etc
- Give estimated cost and special discount
- End with contact address/ e-mail/ phone

Sample classified advertisement from a newspaper is given below for guidance.

<b>Shanti Travels &amp; Tours</b> Pvt. Ltd, Delhi Attractive Discount on Domestic & International Air Tickets with instant door step delivery with gift	
<b>Thailand</b>	₹ 24999/- 5 Nights
<b>Sri Lanka</b>	₹ 35999/- 4 Nights
<b>Maldives</b>	₹ 57999/- 4 Nights
<b>China</b>	₹ 72999/- 6 Nights
<b>Seychelles</b>	₹ 65999/- 5 Nights
<b>Mauritius with Singapore</b>	₹ 70999/- 6 Nights
<b>USA (Without Visa)</b>	₹ 199999/- 11 Nights
<b>New Zealand</b>	₹ 109999/- 6 Nights
<b>Canada</b>	₹ 154999/- 7 Nights
981225690X, 981054233X	

### Examples

- 1 Sita Travels, 284, Rohini Enclave, Delhi, offers a package tour for 3 nights/4 days in Mauritius for ₹ 10000 per person. Draft an advertisement for publication in a national daily in about 50 words. Give necessary details.

Ans

#### Travel and Tours

**Attractive package** available for Mauritius, 3 nights/ 4 days, breakfast and dinner, stay at 3 star hotel, sight-seeing included ₹ 10000 per person. Special discount for early birds. Contact Sita Travels, 227 Jagriti Enclave, Delhi. Phone 011-2536200X.

- 2 Global Travels C-89, Connaught Place, New Delhi, offers its patrons cheapest air tickets for any destination by an airline besides offering consultancy and exchange service. Draft an advertisement for publication in a national daily in about 50 words.

Ans

#### Travel and Tours

**Cheapest Air Tickets** available for all airlines, all destinations, New York ₹ 35500, San Francisco - ₹ 35000, Toronto ₹ 34500, London ₹ 19400 Visa insurance, consultancy, buy/sell currencies. Visit Global Travels, C-89, Connaught Place, New Delhi. Phone 011-2372344X, 2445500X

### Self Assessment

- 1 M/s Char Dham Travels conducts Bus tours to Badrinath, Kedarnath, Gangotri and Yamunotri in Uttarakhand. Draft a suitable advertisement to be inserted in the classified columns of a local daily for trips starting from Delhi, giving all necessary details in not more than 50 words.
- 2 M/s Pilgrim Travels conducts religious tours all over India as package deals including travel, meals, night stay and entry fee for monuments/ temples. Draft a suitable advertisement to be inserted in the classified columns of a local daily regarding the services they offer in not more than 50 words.
- 3 Sun Travels, A-15 Central place, offers a 15 days tour to Far East (Thailand, Singapore, Malaysia) at a package price of ₹ 30000 for air ticket and accommodation in three star hotel, breakfast and sight-seeing per person. Draft an advertisement for 'Travels and Tours' column of 'Hindustan Times.'
- 4 Star Travels, 86, Ansal Chambers-II, Bhikaji Cama Place, New Delhi, offers attractive holiday package at Pahalgam for 2 nights/3 days in Holiday Home Resort at concessional rates. Draft an advertisement for 'Travel and Tours' column of 'The Times of India', New Delhi.
- 5 Star Lines Cruises, 26, 1st floor, Coastline Business Centre, Marine Drive, Mumbai offers special cruises to Dubai, Singapore, Mauritius, Seychelles and Maldives at very attractive rates for 4 days/3 nights with choice of Continental, Chinese, Indian and local cuisine, daily departure, special discount for families, children below 8 years free. Phone 022-2233445X or visit [www.starcruz.com](http://www.starcruz.com).



## 7. Matrimonial (Alliance)

Sample classified advertisements from newspapers for matrimonial are given below for guidance.

Sample advertisements from newspapers for matrimonial are given below for guidance.

### Alliance for Garg Boy

1984/5'7" PGDBM  
Company Secretary

Earning  
5 LPA working  
as Asst. Professor in  
Finance in IMS Ghaziabad,  
father's aluminium  
factory, residing in  
Shakarpur, Delhi-92

E-mail: garg-33@gmail.com

### Alliance

TALL, DYNAMIC  
Successful  
Entrepreneur

son of cultured well  
settled affluent South  
Bombay family seeks  
proposals from truly  
beautiful, well matched  
independent girls from  
Veg Hindu families

E-mail Profile & Pics  
to marriage21@gmail.com

### Details Required

- Appearance and age
- Education/professional qualification
- Service, profession-income
- Age, height, complexion

- Caste/sub caste, religion
- Qualities sought in partner
- E-mail address /phone number (optional)
- End with box no c/o the daily (optional)
- Mention 'Bride Wanted/Bridegroom Wanted' at

## Example

- 1 A highly placed IT professional settled in UK seeks matrimonial alliance with an exceptionally beautiful, educated, cultured and tall girl of good status Punjabi family. Write a suitable advertisement for the 'Matrimonial' column of a national daily.

Ans

### Bride Wanted

Alliance invited for a handsome, tall and cultured IT professional, 29 years, 180 cm tall, NRI settled in London as CEO of a reputed firm, exceptionally beautiful, highly educated and cultured girl between 21 and 25 and at least 5 feet 4 inches tall. Only status Punjabi families. Send details and photos at punjabi2332@gmail.com.

## Self Assessment

- 1 Write an advertisement for the matrimonial column of a newspaper for a suitable match for a 32 year old Brahmin boy, B Tech IIT and MBA IIM, working in multinational with 7 figure annual salary. Give the contact no as 7789564XX and e-mail address sirishhxx35@gmail.com.
- 2 Write an advertisement for the matrimonial column of 'The Times of India' for a suitable match for a fair beautiful Jatav girl, 30 years old, working as a teacher in a government school in Delhi. Give the contact address as c/o Box MA-4567, The Times of India, New Delhi-110002.



## 8. Obituary

### Details Required

- Photograph and name / Father's name
- Message from family / company
- Background / Accomplishments
- Names of persons giving obituary with their relationship to the deceased
- Date of birth and date of death
- Details of any special ceremony being held

Sample classified advertisements from newspapers for obituary are given below for guidance.

**In Loving Memory**  
**Sdn. Vidya Wati W/o**  
**Late S. Hari Singh Kumar**

Photo

We all miss you in every moment of our life & cherish your memories. Remembered by Inderjeet Singh, Navneet Singh Transport Group of Companies.

*In Fond of Everlasting Memory*  
**Shri Ravikant Anand**  
(01-12-19XX to 20-08-20XX)

Photo

**Birthday Wishes**  
I send today to a star in the sky, not far away engraved in gold on a cloud above just for you dad with all my love.  
In reverence-Sudha Rani (Wife), Pallavi, Priyanka

## Example

- 1 You are Dr S Narayanan living at 19 Mangesh Street, T Nagar, Chennai - 600017. Write an obituary, to be inserted in a local newspaper, for your father who died two days ago. Add details about the *terahi* ceremony to be held in his memory.

Ans PROF. A. LAKSHMINARAYAN Aged 86, Director Prime Residences Pvt Ltd., Retired Prof. Electronics, MIT, Chennai attained salvation on 13th July, 20XX. Mourned by his wife Vijayalakshmi, sons Dr S Narayanan, Captain L.P. Raman, grandchildren, great grandchildren, relatives and friends. Terahi on 25th July at 19 Mangesh Street, T Nagar, Chennai - 600017. Phone: 88891XXXX

## Self Assessment

- 1 You are Rahul Bareja living at 46, Double Story, New Dhirpur, Agra-282026. Write an obituary, to be inserted in a local newspaper, for your father who died last week. Add an affectionate message to him from you, your wife and children, mentioning some of his outstanding qualities.
- 2 You are Ravish Mahajan of Sreenivasपुरi Colony, Delhi. Write an obituary, to be inserted in a local paper, for your mother who died recently. Add an affectionate message to her from you and all your relations, mentioning her accomplishments and why she meant so much to you.



## 9. Appeal

### Details Required

- Reason for appeal
- Donations to be sent where / to whom
- Inserted by (name / designation)
- Details of appeal
- E-mail/address and phone number

Sample classified advertisement from a newspaper for appeal is given below for guidance.

<b>APPEAL FOR IDENTIFICATION</b>	
<div style="border: 1px solid black; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center;">Photo</div>	General public is hereby informed that unidentified dead body of a male, wheatish, Complexion name unknown, age about 30 years, Height 5'8", build strong, Identification B.B.D. Tattooed on right forearm wearing; Blue colour T-Shirt & grey colour pant has been found on roadside near flyover Dilshad Garden Metro Station, Delhi.
Any person having any information or clue about this dead body may kindly inform to the following.	
<b>Inspector</b> Dilshad Garden Metro Station, Delhi Phone: 901312365X	

### Example

- 1 Write an appeal in about 50 words addressed to Indians requesting donations for the martyrs of the Kargil war. The appeal is going to be published in the classified columns of a national daily. Sign yourself as Neera/ Nadeem, Head Girl/ Boy, Hill Top Public School, Nainital.

Ans

#### Appeal

All know that the country's brave security forces sacrificed their lives during the Kargil War to maintain our national honour and integrity. It's our duty to raise funds for the families of the martyrs. All are requested to donate money generously to the War Heroes Family Prime Minister's Relief Fund. Your collection should reach the undersigned by 5th February, 20XX.

Nadeem

Head Boy

Hill Top Public School, Nainital

### Self Assessment

- 1 Dilip Joshi, a 10 year old boy, is suffering from blood cancer. He urgently needs ₹ 5 lakhs for a bone marrow transplant. Prepare an appeal on behalf of 'Child Relief and You', a charitable society.
- 2 Pochampally and other coastal areas of Tamil Nadu have been lashed by floods. Prepare an appeal seeking help in cash or kind to provide relief to the helpless residents. This appeal is being issued by 'Youth for India'.
- 3 Prepare an appeal seeking financial aid for a 7 year old boy suffering from AIDS for his treatment.



## 10. Educational

### Details Required

- Name of the institute
- Eligibility and fee structure
- Job prospects/placement
- Address/phone no/e-mail
- Courses offered
- Time duration
- Discounts offered

Sample classified advertisements from newspapers for education are given below for guidance.

Admissions going on for 1 year Diploma Course in Pre-Primary & Primary Teacher's Training for 20XX-XY. Morning & Afternoon Batches available. Hurry! Admission closing soon. Call 93113XXXXX. Book Now!

FINE ART DIPLOMA / CERTIFICATE COURSES at ROOP KUMARI INSTITUTE OF FINE ART (Govt. Regd.), Address: F-1XXX, Ashok Vihar, Ph-1, Delhi. (Near Keshavpuram Metro Station) Phone 96434XXX. www.roopchandifa.com

## Examples

- 1 Write an advertisement for the 'Educational' column of a newspaper for an institute offering different courses.

Ans

### Educational

Get results IELTS, TOFEL basic advanced English speaking, personality development, interview, group discussion, public speaking, Anant's Advanced English and Communications, SCO 86-87, Circular Road, Pune.  
E-mail: education8687@gmail.com

- 2 You are Director of a coaching academy. Write an advertisement for publication in the newspaper for admission to the various courses in your institution.

Ans

### Educational

Vision Business Management Institute offers one year diploma courses in Computer Programming and Business Management. Eligibility-senior secondary, batches of 20, subdivided into 4 groups for practical training/field work. Excellent faculty, fee ₹ 2500 payable quarterly. Last date for submitting applications 25th June. Contact: Director VBMI or phone: 2625980X.  
E-mail: vbminstitute@yahoo.com

## Self Assessment

- 1 As Director of New Star Orientations, a leading name in postal coaching for IIT-JEE and CBSE-PMT in India, write a classified advertisement for publication in a newspaper for the benefit of students aspiring for admission in prestigious engineering and medical colleges.
- 2 As the Managing Director of a bureau providing tutors for home coaching, draft an advertisement to be published in the classified columns of a local daily.
- 3 Draft a classified advertisement on behalf of your institute which is shortly starting computer course of 3 months. Give necessary details about the features of the course and other details.



## II. COMMERCIAL OR DISPLAY ADVERTISEMENTS

Commercial or display advertisements are published in the newspapers, magazines and on TV by leading manufacturers, establishments, organisations etc for the publicity and promotion of their products, services or events.

They can be of any size, shape and colour. They make good use of visuals like sketches, drawings, designs and photographs. The size and style of alphabets in the advertisement depends upon the needs of the advertiser. The bottom line is that the advertisement should attract attention.

The aim of display advertisements is to spread awareness, make appeals, announce sales discounts, inform about inauguration etc.

### Features of Display Advertisement

- Designed for commercial purposes.
- Occupy more space, more expensive in terms of advertising cost.
- Visually attractive-varying font size or shape.
- Slogans, wordplay, metaphors, similes (linguistic style) used.
- Language colourful and lucid.
- Proportionate spacing.

### Essential Details

- Name of the company/institute/organiser etc.
- Details regarding the product/event/educational courses etc.
- Special offers or discounts, if any.
- Address and contact details of the company/institute/organisers etc.

## Examples

- 1 Draft a display advertisement to promote the sale of Bella Donna watches to be published in the 'Hindustan Times' in about 50 words.


Ans

**SALE** **Bella Donna**  
**Watches**

**Hurry Up!**  
offer upto  
Limited Period

Buy 1 Get 1  
**FREE**

**with a  
Special  
OFFER**



- Select and match according to your hands and wardrobe.
- Attractive colours and stylish looking.
- A perfect gift for your loved ones.

Call us at 0121-432585X or order now [www.belladonna.in](http://www.belladonna.in)



- 5 The company 'Home Saaz' sells items for home decoration. Draft an advertisement for publication in national dailies about the company's annual sale.

Ans

# HOME SAAZ

Exclusive Annual Clearance Sale!

Up 70% off on exclusive varieties of artefacts, home furnishings, kitchenware, furniture etc to choose from

Shop no.7, Ghitorni, Near Metro Station, New Delhi-74  
Phone 98998xxxxx  
Whats the need for interior designers when you can be one!

LAST 4 days left



## Self Assessment

- 1 'Down to Earth' is a fortnightly environmental awareness magazine, which is offering a 25% discount as well as a gift on an annual subscription. Draft a display advertisement for the same within 50 words.
- 2 You are a readymade garments dealer. You wish to announce your annual clearance sale. Construct a suitable display advertisement.
- 3 You are in the business of real estate. As a builder, you own 'Pasco Builders'. Design a suitable display advertisement in 50 words for a new complex of residential flats you wish to offer to the public. Include details mentioning area, surroundings and facilities etc.
- 4 You are the advertising incharge of an agency. Draft a display advertisement within 50 words for a Dance Academy for children between 5-18 years to be published in a local daily. Include all details of the academy.
- 5 You have started an institute for teaching a combination of Aerobics and Modern Dance moves. The institute is called 'Danceobics'. Draft a display advertisement in 50 words, to be published in a local daily giving all relevant details.



## SECTION B (WRITING SKILLS)

[30 Marks]

3. You are Principal of National Public School, Jaipur. You require a TGT (Maths) for your school. Draft a suitable advertisement in not more than 50 words for the 'Situations Vacant' column of 'The National Times' stating essential and desirable qualifications, experience, etc of the candidates. (4)

or

Arts Club of your school is going to organise a drawing and painting competition. Write a notice in not more than 50 words, to be displayed on the school notice board, inviting students to participate in it. Give all the necessary details. You are Rishabh/Ridhima, Secretary, Arts Club, Sunrise Public School, Gurugram, Haryana.

4. You have realised the necessity of education and financial independence of women for their family, society and in turn for the nation. Write a letter to the Editor, 'The National Times' highlighting your ideas on the importance of education of women leading to a better status for them. You are Tarun/Taruna, B-7/9, Mall Road, Delhi. (100-125 words) (6)

or

You bought a refrigerator two months ago from Mohan Sales, Ashok Vihar, Bangalore. It has developed certain problems regarding its functioning. Cooling has stopped and it is making a lot of noise. Write a letter of complaint to the Manager asking him for immediate repair/replacement of the same. You are Sachin/Shashi, 61 Pratap Enclave, Bangalore. (100-125 words)